RKO President Aylesworth Warns Movies Face Bankruptcy

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"HOW HATH THE MIGHTY FALLEN!"

LABOUR unions and governments have eliminated the "sweating" system, established an eight hour working day, and a minimum wage for labour.

Skilled labour has its unions governing wages, fees, compensation for services, while in professional, mechanical, expert fields of operation, there are rules of wage conduct also.

The Holy Bible states that "The servant is worthy of his hire." No man expects another man, or woman to work without wages, or compensation. No company should expect free service.

Since the incorporation of Famous Players Canadian, and during the managing directorship of N. L. Nathanson, no man, or woman, worked for Famous Players Canadian without being paid, if they were an employee, in fact, many were the recipients of bonuses.

Famous Players Canadian paid $757,555.00 to shareholders during its past fiscal year. It was in such a strong financial position apparently, it was able to advance, for film rentals to Paramount Famous Lasky, $372,684.88.

Its present controlling company, Paramount-Publix, has just increased the salary of its President, Adolph Zukor, to $3,000 weekly, which means $156,000 a year, close to ten times the salary of the Prime Minister of Canada.

Is it necessary to force the employees of Famous Players Canadian to work for two weeks without pay for Paramount-Publix? No shareholder of Famous Players, save those who are "reaping the benefits" of this "sweating system" would agree to such a "hold-up" on the part of Famous Players. If Famous Players cannot pay wages, it cannot pay dividends. If Famous Players cannot pay wages, it is not in a financial position to advance $372,684.88.

If the Paramount-Publix management cannot devise, by legitimate business methods, "ways and means" to meet its obligations to employees, to shareholders, etc., we have Canadians who are capable of successfully managing Famous Players Canadian.

Any "damn fool" can make money, if some "boob" will work for him for nothing. Every employee of Famous Players Canadian, beginning with the scrub-women and going up the line, should have rejected the brilliant proposal of Paramount-Publix to give the company two weeks of its service for nothing. Paramount-Publix has given its employees nothing. Employees have given of their brain power, their body power and of their savings to Paramount-Publix. The public has been deluded into believing that "If it's a Paramount picture, it's the best show in town."

"How hath the Mighty fallen," when these super-executives show their lack of executive ability by introducing free labour weeks, making even the humblest employee pay for their bad management.

PUBLIC OPINION

Ray Lewis, June 10th, 1932.
Editor.
Dear Sir:

Having just got hold of your edition of June 4th and having read the Editorial regards wages on the Paramount circuit:

I am a member of ..... Local No..... The Editorial is great and I would like to get about six copies to place on file and have one read at our next meeting just to show the boys where their salary cuts are going to.

I wish you would forward me six copies. I am in ..... at present, but will be in ..... next week. If there are any charges please send C.O.D. and more power to you.

This is great work on your part to publish the facts in regards to the working people.

When mailing, please forward to me at .....

Respectfully yours,
Member No.....

RAY

RAY LEWIS

PRESENTS

A RECENT statement from the Film Department of the Federation of British Industries gave an outline of what this department hopes to achieve at the Imperial Economic Conference at Ottawa.

Unquestionably the Film question will be seriously considered and "Ways and Means" devised for a greater film market for British Films.

It is not Canada alone which will be considered, but every unit of the British Empire, for the delegates, who will assemble at this Imperial Economic Conference, will include representatives from all the Dominions and various parts of the Empire.

The United States market will also play its indirect, if not direct part in this conference, since the American market is one which the British producers and distributors have been eagerly seeking to augment; and since the American film assumes such an important part in the Film Activities of every Dominion of the British Empire and of Great Britain.

Not least in importance is the theatre situation, since the theatre is the direct market for film product; and the theatre control throughout the Empire will also be a question which will receive its proportion of consideration.

The fact that Paramount-Publix control the dominant chain of theatres in Canada, and the manner of the securing of this control, not overlooking the other elements which have their circumference around such control, will no doubt be a factor toward the formulation of a program to counteract this imposing obstacle to a free market for the distribution of film product.

IT HAS been reported that Messrs. Ostrer, Woolfe and Mr. John Maxwell will attend the conference at Ottawa. Messrs. Ostrer and Woolfe are respectively Chairman and Managing Director of the Gaumont British producing, distributing and theatre enterprises and Mr. John Maxwell, Chairman of British International Pictures Limited, with its subsidiary producing-distributing and theatre enterprises. These two companies represent the most important Film Enterprises of Great Britain; and these two companies have both made persistent efforts to secure film markets throughout the British Empire, by way of distributing alliances and theatre holdings. Both companies have made distributing arrangements for U. S. distribution.

The Gainsborough Pictures is the important producing unit of the Gaumont-British Film activities; and in respect to Canada, Gaumont-British has had several distributing arrangements. For instance, there was a deal with Universal for the distribution of some of the Gaumont-British pictures, and one with Educational through the Tiffany-Gaumont line-up. The Gainsborough product is now released through Regal Films of which Mr. N. L. Nathanson is Managing Director.

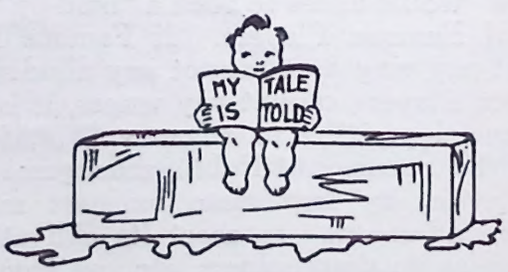
The British International Pictures was formerly released through a franchise arrangement with World-Wide, later with Regal Films in Canada; and still later on a franchise is alleged to have been entered into with Ray Lewis and British International Films of Canada Limited, the said franchise culminating in the present litigation between the parties.

MEANWHILE British International Pictures has entered into an agreement with P. A. Powers, whereby, he has the distribution of British International Pictures in the U. S., through his company, of which Mr. John Maxwell and Mr. Arthur Dent are members on the Board.

An arrangement was also effected between Mr. John Maxwell of British International Pictures and Mr. Arthur Loew of the Loew Enterprises, whereby the former company would produce thirteen quota films for the latter company. The details of distribution were not disclosed to the press, but if the agreement is similar to the former arrangements which M-G-M - Loew have had in respect to British Quota Films, then it is likely that similar to "Rookery Nook", M-G-M will distribute these British International Pictures through the distribution channels which govern the distribution of its own product in the U. S. and in Canada.

British Lions has an arrangement for the distribution of its product through Regal Films in Canada; and from the latest reports it appears that British and Dominions will be releasing in Canada through United Artists.

It appears therefor that the British producers have entered into several arrangements, of which we have only quoted a portion, whereby their product will be released throughout the United States and through Canada.



Ramon Novarro and Madge Evans make Toronto Talk Great Picture in "Huddle." Of course, it's an M.G.M.

Minister Trade & Commerce, The Hon. H. H. Stevens Attacks Watering Stock

Overcapitalization by Financiers Denounced

THE DIGEST has repeatedly denounced the over-capitalization of corporations attributing this "watering" process as an irritating, if irrigating factor in contributing to the present economic crisis.

We have always advised showmen that their tape, their ticker, their dividends were at the box-office and that producing entertainment, by way of good product was the safest as well as the most profitable investment for Showmen.

That producing, distributing and exhibiting motion pictures is a business with which showmen are familiar; and that "playing the Market" was not Show Business: and has been responsible for the present film situation, which will eventually result in an entire readjustment of values.

Never, in the era of the boom days, with its "bull market", making millionaires of film executives, etc., have we been in favour of this "bunk game". We say the entire Film Industry changed from Show Business to a Stock Exchange. We have deplored the entry of the banking, financing, industrial Boards, which endeavored to direct film policies. We have implored our Showmen to continue writing their hoped-for-profits from pictures upon the table-cloths at restaurants, to talk stars, directors, pictures, instead of margins, new issues, splitting shares, rights, etc.

We denounced the over-building of theatres and the fight for theatre control, where film giant slaughtered film giant, in a desire to seize control in order to play to and with the Gods of Wall St.

But ours was the "wee sma' voice" like John, "a voice crying in the wilderness", with the result that film giants became mortally wounded in the conflict, industrialists took their place, in turn to "take the count" in a business which is like no other business in the world, being not made up of coal, steel, gas, etc., but individualists, who became profitable as they became more distinctly individualistic!

"The Economic Goats"

This economic crisis has been attributed to many causes, you are familiar with all the "goats", from machinery, over-production, inflation, deflation, revolution, the Gold Standard, capitalism, labour, the world war, armament, war debts, etc., etc. The Digest blamed the Industrialists for not attending to Industry and for selling the Public "a gold brick", not in accordance with the Gold Standard, but in accordance with the old hold-up game which was played upon Farmer John, when he came to town.

Exploiters of Boom.

It is gratifying to note that in support of our views, we find the Hon. H. H. Stevens, Minister of Trade and Commerce, who in his address to the delegates assembled at an annual meeting of the Canadian Manufacturers' Association at Ottawa, denounced the type of financier, who exploited the boom days in an over-capitalization of his corporation, for his own profit.

Mr. Stevens called for a return to the "old-fashioned idea" "of natural capital expansion and a greater attention to the human side of factory production.

The Old-Fashioned Idea

The "old-fashioned idea" is the honest idea, where a company expands because its assets, its business legitimately calls for a widening field of operation. The "old-fashioned" idea was to sell the public product, and not shares in the business, because the business expected to make its profits honestly.

The Hon. Mr. Stevens did not fence, or evade, or use politics in his address. With blunt outspokenness he declared, "A great deal of the trouble confronting us now in Canada and throughout the world, is due to the amount of capital injected into industry by financial men, who then asked the industrial expert to pay the costs of operation, the bond interest, and a profit for dividends."

Watering Stock.

We know that the so-called capital which was injected into business was in the majority of cases not "capital", but "water", and that the increase in the number of shares issued to the public, either by new issues or a split-up on shares, made it impossible for the company to pay the added dividends required for its shareholders. It was another form of Ponzi financing; and was dependent for financial returns upon the will of the public to keep buying. Dividends were paid by the "bull market", not as a result of Industry, Trade and Commerce. Let these men at the head of Industry, of Trade "face the music", the Discords which they have created in the World of Economics, an orgy of riotous paper-values, billions of ciphers, which stood for nothing; and cease to blame the government, the banks and other institutions for the devastation which has followed their inflated Egos and inflated assets.

Pulp and Paper Industry.

The Hon. H. H. Stevens used as an example of over-capitalization the pulp and paper industry.

"What is the reason," he asked, "why some pulp plants are going to the board. If ten years ago men had foreseen the past three years and had not permitted the withdrawal of the rich values which have been taken from that industry, or the injection of new capital, that situation might have been different to-day."

We find the same situation in the Film Industry, an increase in the number of investors which made dividend returns on the public investment an impossibility, because Film Enterprises did not direct their forces toward the production of Entertainment, the only source through which they could pay the investing public an interest on their investment, through the distribution and exhibition of product.

When Product fell down, it left the Industry's position weak. The only dominant theatre company which appeared to be playing Show Business and not the Stock Market for Assets and Dividends, was Metro-Goldwyn-Mayer and Loew's Theatre Enterprises. To-day this company stands as an example in the Film Industry, and is the pivot around which the entire Industry will revolve in its steadying process!

In spite of the chaos which prevails, the Industry of Motion Pictures goes on, with perhaps one or two companies tottering. Paramount appears to be in the weakest position, because it primarily lacks goodwill; and no-one is particularly interested in saving it from the wreckage, but its wreckers, not unless it shows a disposition to give up being a Monopolist; and settles down to a new economic policy, an old-fashioned one, however, of "live and let live".

Human Side of Industry.

The Hon. Mr. Stevens stressed that it must not be forgotten that Industry had its human side, its part

(Continued on Page 8)

Matheson Lang in "Carnival" Opens at the Uptown. Another British Winner released thru Regal

At *Fashionable* MURRAY BAY

The Casino and Swimming Pool at the Manoir Richelieu, where Sound and Talking Pictures now form a part of the diversified entertainment offered to their guests.

TWO famous names--"Manoir Richelieu" and "The Voice of Action" joined hands on June 3rd, when the new Northern Electric Sound System was handed over by the installing engineers to the management of this famous holiday resort.

Northern Electric
SOUND The VOICE of ACTION SYSTEM

WESTERN ELECTRIC IN
ALL OTHER COUNTRIES

Show Business

Golding Tells Kiwanis English Pictures Improving

W. H. Golding of St. John, N.B., told the Kiwanians, assembled at their weekly luncheon that English pictures were improving in quality. Mr. Golding read a paper on British Pictures, which he had prepared some months ago at the request of the Provincial Council of Women.

The paper revealed that Canada and the Empire play an important part in the production of American films. For instance, "Canada", stated Mr. Golding, "is a large contributor in star value".

Mary Pickford hails from Toronto, Marie Dressler from Cobourg, Ont., Mack Sennett, Canadian born; David Manners said "good morning" with a cry at Halifax, Norma Shearer, M-G-M star, is from Montreal, so is Fifi D'Orsay.

Fay Wray and Jeannette Loff are from Western Canada and there are several others, not overlooking Louis B. Mayer of M-G-M, who grew up in St. John and who is reported as being strong on having his staff recruited from Canada.

The British-born directors of U. S. Films include David Wark Griffiths, Fred Niblo, George Fitzmaurice, Ralph Ingram, Frank Lloyd, Reginald Barker, James Whale, not forgetting John S. Robertson, Canadian born.

Mr. Golding stated that the public did not realize in its former criticism of British films that the most successful American productions had registered because of their British talent. George Arliss, Clive Brook, Reginald Denny, Charles Chaplin, Ronald Colman, Roland Young, Francis Kerr, Ernest and David Torrence, Colin Clive, Victor MacLaglen, were among the few names with which the public in the U. S. and Canada were sufficiently familiar, as to register these players among the most successful on the screen!

"Sunshine Susie", "Michael and Mary" came in for words of praise as did other British-made films familiar to us in Canada.

Gerrard Theatre Ltd. Must Pay $2,000

Mr. Justice Masten at Osgoode Hall, Toronto, ruled that the Gerrard Theatre, Ltd., must pay $2,000 into court by June 11th in order to restrain the executors of the estate of the late Thomas R. McCormick from selling the theatre site.

H. S. Rosenberg, counsel for Gerrard Theatres Ltd., said that in February the company owed the McCormick estate executors $45,518 on a mortgage. The mortgagees had advertized the property for sale. The injunction was obtained pending trial of an action for renewal of the mortgage.

Theatre for Aurora

The Industrial Commission, at Aurora, Ont., headed by Dr. C. J. Boulding is to consider a proposition made to it by L. Fingold, a merchant, that the town interest itself in the erection of a $30,000 theatre for Talking Pictures.

It appears that there is no theatre operating between Newmarket and Aurora, which is a wide territory. Mr. Fingold hopes to have construction of the theatre started this year.

"The Philosophy of Business"

(Continued from Page 8)

goods. Is international exchange an end in itself or only a means to an end?" he asked. "Is not the banker with his expert knoweldge of banking facilities and the whole system of foreign exchange merely a servant of trade, a facility to make the movement of trade more simple and expeditious."

"No longer can industrial leaders stand by and leave this end of their business to the experts any more than they could leave to mechanical experts the operation of a plant which has fallen down mechanically. The banker is just as much a servant of industry as the mechanical man. Industrial managers themselves must take a hand, not that they should dictate to the banker his business but whether it is in the method of financing business, in supplying capital or whether it is in the realm of exchange, the industrial manager has a right to demand that both those services shall be within the competence of the business to carry as well as capable of rendering the assistance necessary to enable trade to flow freely."

"Therefore I invite your attention to the philosophy of business, that is, that in the perfecting of the industrial machine the leaders of industry must not forget the human element, that in the realm of finance the principles of production must be primary considerations, and through it all must run the recognition of the fact that the ultimate object of all industrial and commercial activity ought to be the happiness and welfare of man."

Well spoken, bravely spoken, righteously spoken. No Government, no financier, no industrialist neither Labour in all its complex form, nor Capital with its Capitalized significance can get us out of this Flood of Destruction, unless we follow the suggestion of Mr. Stevens' co-operative objective, his Philosophy of Business.

This civilization is in its death throes, it has been dying ever since the war, but was resuscitated, raised from the dead, as it were, for one last mad whirl, the grotesque caperings of a ghost.

Now are we invited to come into the Ark, like Noah, and his children, an Ark of the Covenant, we, who believe in the Philosophy of Business, and that as Mr. Stevens states "the ultimate object of all industrial and commercial activity ought to be the happiness and welfare of man".

Is there only a Trade and Commerce angle to the Imperial Economic Conference at Ottawa, or is it a repetition of the gathering of the British Family into a Covenant of the Philosophy of Business; and that those who are assembled there shall be saved from the Flood of Destruction?

Shall we go further and say that the Doors of the Ark will not remain closed to those who are not of the immediate family of the British Empire, that our Covenant will be presented to all the nations of the world; and that the nations who "co-operate for such an objective", they too will be delivered from the Flood of Destruction, upon an Ararat of Hope, of Faith, of Courage, an international good-will between all nations, a regenerated world, which will measure its worth, not in accordance with a Gold Standard, but in accordance with the Wisdom of its Understanding.

—Ray Lewis.

N. L. Nathanson sails Empress Britain, London, England

A Review of Facts Not a Forecast

By B. C. LEWIS

Theatre Sales Manager, Northern Electric Company Ltd.

IT HAS been remarked of late by some of the leading men of Commerce and Finance from lands widely separated, that there are definite indications of an improvement in business in many quarters, the first concrete evidence that the world is slowly but surely coming back after a prolonged fit of inertia.

These men are in a position to know and when they state that there is evidence — be it ever so slight — they are not merely perpetuating the optimistic maybe's of which we have all heard more than a welcome amount. They're stating facts.

There is evidence also in the Theatre business that patronage is improving, and many of those Managers and private Exhibitors who have hitherto considered an investment in Sound Equipment unjustified in their circulation, are now placing orders for the very best equipment that money can buy, and are already realizing that their courage is being well rewarded by greatly increased patronage. That this improvement is country-wide is shown by the fact that our Company, in the past few days, has completed Sound System installations at Murray Bay and Montreal in Quebec; at Midland and Cardinal in Ontario, and recently at Windsor in Nova Scotia and Vancouver in British Columbia. In the British Isles there are today over 1,500 installations of this same equipment. This figure represents an increase of 500 installations during the past eighteen months, which is a very considerable amount considering the monetary uncertainty and economic strain through which the United Kingdom has been passing.

Returning to Canada, we see the All Canadian News Reels taking a prominent place in the programmes of our leading Theatres, and not many weeks ago we were all much interested in the first All Canadian Feature Film, "She Climbs to Conquer" which was filmed in the Canadian Rockies.

The Associated Screen News now have two Portable Sound Picture trucks, rushing about wherever there is news to record; one truck having been recently added to meet the demand for these News Reels featuring Canadian events.

IF THE ECONOMIC SOLUTION MEANS BACK TO THE SOIL—WE HAVE A FARM FOR SALE

On the Dundas Highway, near Toronto, modern house, 11 rooms, all conveniences, electricity, and 177 acres good land, 10 acres apple orchard, tractor and other equipment, also 14 milk cows, four horses. Make me offer, or exchange proposition for theatre, must be modern and sound equipped, in good location, city or town.

BOX 7 — DIGEST

THEATRE WANTED

Apartment and Private House in Toronto For Sale, or will Exchange for Moving Picture Theatre. Address Showman, giving full particulars.

BOX 5 — DIGEST

Toronto Theatres

LOEW'S—Manager Jules Bernstein—"Letty Lynton", Metro-Goldwyn-Mayer picture with Joan Crawford, Robert Montgomery and Nils Asther.

UPTOWN—Manager Tom Daley — Sixth week for "Sunshine Susie", Gainsboro-Regal release, starring Renate Muller.

IMPERIAL — Manager H. V. Knevels — Edmund Lowe in Columbia's picture, "Attorney for the Defense".

TIVOLI—Manager Jimmy Lynch — "Symphony of Six Million", R.K.O.'s adaptation of Fanny Hurst's novel, with Ricardo Cortez and Irene Dunn.

SHEA'S — Manager Jerry Shea — "The World and the Flesh", Paramount picture, with George Bancroft and Miriam Hopkins.

The New Standardized Proportional Aperture

Since February 15th last, all films have been made with the picture image .600" x .825", exclusive of the sound track still running the full length of the film in its usual place. To use the new film made with this size aperture and not show a blank space at top or bottom of the screen, it is necessary to instal new standardized aperture plates of the above aperture size. Standardized Aperture Plates are now in stock, prices:—

Simplex, 75c each; Powers, $3.00 each; De Luxe Motiograph, $7.50 each.

THE STANDARDIZED VOCALITE GLASS BEAD SOUND SCREEN.

The Beaded Screen Corporation, in connection with the announcement of the Standardized Aperture, have settled on a few Standard Sizes of the Vocalite Screen to match the Apertures at special prices. Regular Vocalite quality, immediate shipment.

5' 10" x 8' 0" ..... $ 47.00	7' 10" x 11' 0" ..... $ 87.00	10' 3" x 14' 0" $144.00
11' 7" x 16' 0" $186.00	13' 10" x 19' 0" $263.00	16' 0" x 22' 0" $352.00

The above prices include Frame, F.O.B. Toronto.

All sizes ordered other than the above Standard sizes will be at the rate of $1.25 per square foot of picture area, frame included in this price, F.O.B. Toronto.

Allowance if you already have the frame, 10 cents per square foot.

THIS ANNOUNCEMENT MAKES IT POSSIBLE TO REPLACE THAT OLD SCREEN AT VERY REASONABLE COST. DO IT NOW!

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy with Service"

RKO Radio will distribute three hundred and twenty-five Short Subjects, 1932-33

Round About the Studios

"Duck Hunter's Paradise" for M-G-M

A new thrill awaits sport fans in "Duck Hunter's Paradise", the Metro-Goldwyn-Mayer short feature recently completed under direction of Harold Austin.

Thousands of mallards, canvas backs, sprigs, blue bills, spoon bills, teel, wigeon and other varieties of ducks are shown in flight. Hunters shooting the birds from "barrel blinds" and retrieving with the aid of Labrador dogs also provide many exciting scenes.

"The Texas Bad Man" Tom Mix's Next

"The Texas Bad Man" is the title under which Universal will release Tom Mix's third talking picture. This production had previously been known in the studios as "The Good Bad Man". It was directed by Edward Laemmle from a yarn by Jack Cunningham. Its cast includes Fred Kohler, Lucille Powers, Willard Robertson, Joe Girard, Franklyn Farnum, Edward LeSaint, Richard Alexander, Box Milash and Slim Cole. Oh, yes, and Tony, of course!

Carl Laemmle Improving

Carl Laemmle's convalescence in the Johns Hopkins Hospital in Baltimore is so satisfactory that Carl Laemmle, Jr., took the train back for Universal City.

Universal Completes "King's Up"

During the past week, the Tom Mix picture, "Kings Up", was completed at Universal City, and "The Old Dark House", under the direction of James Whale, was placed in the editorial department, along with "Back Street" and "Tom Brown of Culver".

Gable and March To Be Exchanged

Frederic March has been borrowed by Metro-Goldwyn-Mayer from Paramount to appear opposite Norma Shearer in "Smilin' Through", and in return Clark Gable will go to Paramount for a picture to be made at an early date.

John Gilbert will begin work this week in "Downstairs", his new starring film for Metro-Goldwyn-Mayer, under direction of Monta Bell. Virginia Bruce, recently placed under contract by Metro-Goldwyn-Mayer, will be Gilbert's leading lady.

Anita Page for "Skyscraper Souls"

Anita Page has been added to the cast of "Skyscraper Souls", in production at the Metro-Goldwyn-Mayer studios under direction of Edgar Selwyn.

Warren William, Maureen O'Sullivan and Norman Foster have the leading roles in this screen play from Faith Baldwin's recent novel, "Skyscraper", and others in the cast include Wallace Ford, Jean Hersholt and Helen Coburn.

Columbia's "War Correspondent"

Five hundred Chinese, the largest number of Orientals ever to be collected in one picture, will be employed in Columbia's "War Correspondent", which has as its locale the Sino-Japanese war. This is the important feature which brings to the screen again the famous team of Jack Holt and Ralph Graves, the buddies who appeared as co-stars in the company's three sensational roadshow productions, "Submarine", "Flight" and "Dirigible".

Barbara Weeks Signed by Columbia

Barbara Weeks, the brunette, former Follies girl, has been signed by Columbia for a series of pictures soon to be announced.

At present Miss Weeks is playing the principal feminine role in Columbia's "The Murder Express", with Ben Lyon heading the cast. It was her splendid work in this film which caused Columbia to give her a contract.

Six Nationalities in "The Roar of the Dragon"

Six nationalities are represented in the cast of the RKO Radio picture, "The Roar of the Dragon", starring Richard Dix. Dix is an American, Gwili Andre, his leading lady, is a Dane; and in the supporting cast Dudley Digges represents Ireland, Gregory Ratoff, Russia; Tasha Muri, Japan, and Jimmie Wang, China.

M-G-M's New Play

Metro-Goldwyn-Mayer has acquired motion picture rights to Henry Bernstein's play, "Felix". This is the second Bernstein play to be purchased by this company recently, the other being "The Claw", now being screened under the title "Washington Whirlpool".

Universal Has Cool Picture for Hot Weather

Universal will offer a splendid antidote for the hot weather. It announces for the first of July an Eskimo picture, "Igloo", made within the Arctic Circle on the northernmost tip of the North American continent. "Igloo" is the result of a film expedition by Director Ewing Scott and his cameraman, Roy Klaffki, who spent six months in the Arctic and eventually had to be rescued by airplane. However, they brought back a wonderfully graphic picture of the desperate struggle of an Eskimo tribe faced by starvation and beset by the mighty forces of the gods of the North. It is largely the story of their own peril. The cast is 100% Eskimo, and develops a new star in Chee-ak, the Clark Gable of the North.

5 Features in Production at RKO Radio

Setting a new record for mid-season activity, RKO Radio Pictures started three major films in production this week.

The studio now has five pictures in production, with two comedies in the cutting rooms.

In production at the present time are: "Thirteen Women", with Irene Dunne, Jill Esmond and Gregory Ratoff under the direction of George Archainbaud; "Chain Gang", featuring Ricardo Cortez under the direction of Rowland Brown; "Fraternity House" with Arline Judge. Gregory La Cava will direct.

"The Most Dangerous Game", featuring Joel McCrea, Fay Wray, Leslie Banks and Robert Armstrong, and "Kong", with Fay Wray and Bruce Cabot.

14 Vitaphone Shorts

All fourteen Vitaphone shorts reviewed by club and organizations associated with the Motion Picture Producers and Distributors of America during the period from March 15th to May 1st, have been endorsed by the various reviewing groups.

The shorts endorsed are "Big Hearted Bosko", "Crosby, Columbo and Vallee", "Freddy the Freshman", "Hot Dog", "Imperfect Lover", "Naggers at the Opera", "The Northern Indian", "Oberammergau", "Pagan Moon", "The Perfect Suitor", "Remember When", "Skull Murder Mystery", "Sport Slants" and "Wise Quacker".

Effective June 18th, all News Reels must contain 25% Canadian news

A Gainsborough-British Lion Super-Feature

The Picture You've Waited For!

The Famous Stars of "Michael and Mary" Together Again!

EDNA BEST

and

HERBERT MARSHALL

Assisted by GORDON HARKER, Famous English Comedian, in

EDGAR WALLACE'S

"Lady Pannyford's Folly"

Adapted from "THE CALENDAR"

An Exciting Story of Mystery and Romance!

An Ideal Picture for Summer Showing!

Direct from Its Successful Premiere Showing at the Imperial, Toronto, Canada's Largest Theatre.

Regal Films Limited